

# The Fresh Entrepreneur

## Business Development Program



The Fresh Entrepreneur workshop series is for any woman with an established career, existing business or new project idea. Whether you have had a business for a while but it hasn't achieved anywhere near the success you imagined, have hit a plateau in your career, or just want to figure out what's next, the Fresh Entrepreneur breathes new life into the business, increases momentum and clarifies your vision. You will experience expert consultations, get business building tips, and build a strong foundation for developing your business.

[Register Now!](#)

### Is This You?



Are you turning a new leaf and you need 'everything'? Or have you been running a business for some time without necessarily having 'a plan' that gives you complete confidence? Or maybe you've lost the passion, drive and excitement from when you first started your business or launched your career?

It's hard to know exactly where to start or where you're going to finish – but you know you need **something** to change, plus all this **business 'stuff'** in order to be successful, but where to start?

### Contact

Nancy Beth Guptill, President  
Sweet Spot Marketing Academy  
902-724-3330  
nancybeth@sweetspotmarketingacademy.ca

### Workshop Details

- **Dates:** Sept. 26 & Oct. 3, 10 & 17
- **Day:** Thursday Afternoons
- **Time:** 2:00 PM - 4:00 PM
- **Location:** Charlottetown
- **Facilitator:** Nancy Beth Guptill

### PRICING (Includes HST)

<b>Academy Members:</b>	<b>\$399.00</b>
<b>Early Bird:</b>	<b>\$484.50</b>
<b>General Admission</b>	<b>\$531.10</b>

### Reboot and Lay a Strong Foundation!

**Being an entrepreneur and managing a small business** is a very unique way to make a living. As an entrepreneur and self employed business person, you alone are responsible for your success or failure. You can enjoy rewards beyond your dreams or endure unexpected struggles. To ensure your experience is the former, it is important to be disciplined, creative, innovative and organized.

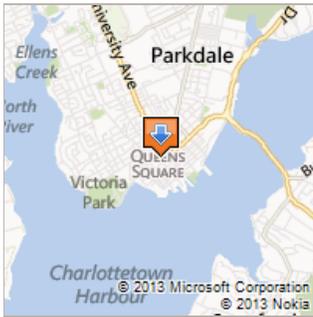
***Most importantly, it is essential to plan, plan, plan ... and to have fun doing it!***

However, if you are like most women entrepreneurs and small business owners, you're probably frustrated by the costs associated with developing and growing the business. We don't blame you! That's because so much time and money can be wasted on doing things that are unfocused and inefficient. When you 'pick away' and 'guess' at business development, you're losing business regardless of what your efforts cost you.

[Add to Calendar](#)

## Where

To Be Announced  
Queen Street  
Charlottetown, PE C1N 3L7



## Driving Directions

Meanwhile, if you are a career woman you may be facing new opportunity that could affect your personal life, and you're now torn between work and a personal commitment to your family. Perhaps the ideal job you once loved has become mundane, boring and routine. You've lost your passion and drive where the days seem to drag pm-and-on-and-on. Each day is nothing more than a yawndest.

**We can stop that!**

## The Future Is Bright!

If you have a definite purpose but you're not overly emotional about your business, if you've lost your focus and know you need to get centered, or if you've been operating without a plan and you're ready to get serious about mapping out your future, the ***Fresh Entrepreneur workshop series breathes new life into your business.***

Whether you are starting a new venture or refreshing an existing one, armed with a business strategy built on a strong foundation, you can launch and implement your new plan with confidence.

[Register Now!](#)



**The Fresh Entrepreneur workshop series** is a 4 week, once a week process designed to get your ***business and career roadmap*** in place. It clarifies your vision and with the help of others in the group, creates movement toward your business goals and objectives. It's transformative and extremely useful for getting any business idea off the ground, whether it's a seed of an idea for a new business, or strengthening an existing business extension.

This workshop leverages the brain power of the women in your group, allowing you to leverage your own strengths and supplement yourself using the expertise and ***fresh perspectives*** of others.

## In this workshop series, you will:

- Create or enhance your business vision
- Expand your career opportunities
- Map out your goals and objectives
- Define your purpose
- Lay out your priorities
- Develop your launch map
- Create a Goal-Getting Plan
- Get focused and centered
- Make yourself and your employees, if you have them, accountable to a key set of metrics you have identified
- Get excited, motivated, passionate and enthusiastic about your career or business again
- Have fun
- Be inspired



## Who Should Attend:

The Fresh Entrepreneur workshop series is for any woman with an established career, existing business or new project idea. Whether you have had a business for a while but it hasn't achieved anywhere near the success you imagined, have hit a plateau in your career, or just want to figure out what's next, the Fresh Entrepreneur increases momentum and clarifies your vision.

## What Can Expect: *You can expect to .....*

- Attend 4 classes; 4 weeks in a row, 2 hours for each class
- Ponder, reflect, and think more deeply about your company and career
- Feel supported in your dreams, goals, purpose and objectives
- Do something nice for yourself everyday
- Work on your business each week, outside of class time
- Form a community within the group of trusted business women
- Learn about the tools, resources and support available to you within your province
- Meet ambitious, talented women who have big dreams and are serious about making them happen
- Enjoy yourself and Make New Friends who have similar interests as you
- Pay \$425 plus HST (\$59.50) for a total of \$484.50 if you register by September 6, 2013
- Pay \$465 plus HST (\$65.10) for a total of \$530.10 if you register after September 6, 2013
- **NOTE:** Sweet Spot Academy Members pay \$350 plus HST (\$49.00) for a total of \$399.00

## What You Will Receive

- An assessment of your current business / career situation
- A five month membership to Sweet Spot Marketing Academy
- Access to an online group coaching website available to workshop participants only
- Professional guidance in a group setting
- Private consultations and support with lead facilitator
- Inspiration & motivation to keep moving your business / career forward
- Light refreshments each week
- A Launch Map and Go-Getting Plan on completion of the program
- A **FUN CELEBRATION** at the end of the program

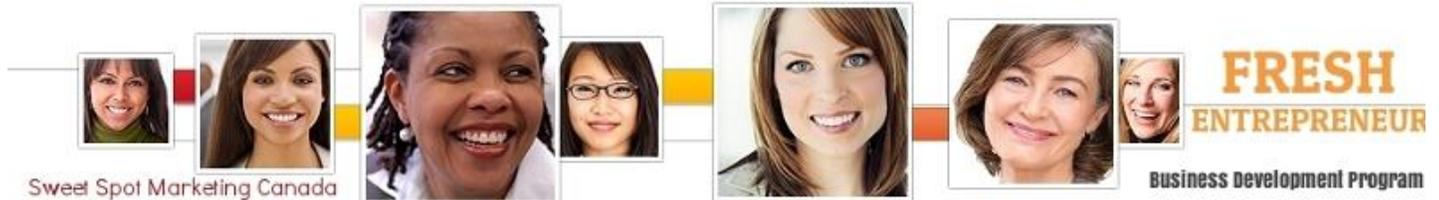
## Workshop Details:

*The Fresh Entrepreneur* is a 4-week course where women entrepreneurs and business owners meet for 2-hours/week. The course is equal parts focus group, resource-sharing, support, and community with an intangible part you can't really imagine until you experience it. The group consists of 8 or so other resourceful, inspiring women who each help one another take their business, projects, or ideas to a new place.

During the course you will meet with the group, complete fun, innovative and creative 'launchwork' exercises for yourself and for your fellow classmates. Throughout the growth process, you will discover the profound bond that women traveling down their individual paths share.

The program was developed to help you expand and clarify your business goals, ideas and projects. Although we don't write business plans or marketing plans, much of the work we do gives you a strong foundation to launch from, and will **INSPIRE** you to create your plans and **MOVE FORWARD** with bold new confidence!

Register Now!



**SWEET SPOT**  
MARKETING